

OFFICE OF INSTITUTIONAL RESEARCH AND EFFECTIVENESS  
ANNUAL REPORT FOR WEAVE YEAR 2013-2014  
EXECUTIVE SUMMARY

The 2013-2014 academic year witnessed another period of change for the Office of Institutional Research and Effectiveness (OIRE). First, a change of mission, purpose, and name occurred as responsibilities associated with Institutional Effectiveness were assigned to the office. Secondly, a location change occurred as the department moved to a renovated office suite on the second floor of the Tarleton Center as part of the “One Stop Shop” redesign.

*Personnel Changes*

Ms. Julie Price joined the OIRE in October, 2013 as Administrative Assistant IV. A Tarleton employee for six years, Ms. Price brought a high level of administrative support experience to the office. This skill set has proved invaluable in the reporting and presentation of data and assessment findings. In March, 2014, Mr. Morgan Carter was promoted to Coordinator of Institutional Effectiveness. In his new duties, Mr. Carter will provide support to Dr. Haynes in areas related to Institutional Effectiveness and accreditation. Finally in June, Mr. Simon Smith joined the OIRE as a Senior Database Developer. Mr. Smith brought years of experience from the Enrollment Management division and has complimented the existing staff in immediately assisting with requests for data from the student information system Banner.

*Production*

The OIRE continued to produce high quantity and quality outputs. Over 200 data requests were received and processed during 2013-2014 with an average turnaround time of 7.93 days. This is especially noteworthy considering we have a vacant Senior Database Developer position that has been subject to the hiring freeze since June. In December, enhancements were made to the Qualtrics online survey tool to insure users were following appropriate review protocols to insure ethical and responsible research practices. Additionally, the OIRE assisted the Office of Sponsored Research in automating many of the processes associated with the Institutional Review Board functions.

*Professional Development*

During the year, OIRE personnel participated in over six professional development activities including the state institutional research conference where Ms. Wood, Mr.

Carter, and Dr. Haynes participated in concurrent session presentations. The OIRE staff also actively participated in campus service activities by serving on 12 university committees. This activity reflects the Executive Director's ongoing goal to provide quality enhancement opportunities for staff as well as increased campus exposure of OIRE personnel. Finally, all mandatory institutional and system training through *Train Traq* was completed by all OIRE staff in a timely manner.

### *Assessment*

The OIRE successfully managed the administration of the Cooperative Institute Research Program's *Freshman Survey* and the *Your First College Year Survey*. These companion instruments are helpful in identifying first-year gains by first-time in-college students. Additionally, the OIRE administered over 700 Educational Testing Service Proficiency Profiles to FTIC in the fall of 2013 and seniors in the spring of 2014. The Proficiency Profile measures direct student learning and is a critical component to establishing institutional effectiveness.

## CONTRIBUTIONS TO THE INSTITUTION

### *New Services/Procedures*

One function of the Office of Institutional Research and Effectiveness (OIRE) is the management of the Qualtrics online web survey software. As such, OIRE is responsible for the use of Qualtrics in all data collection activities by faculty, staff and students. To insure that the collection of data for scholarly, administrative, and students use is reviewed by the proper oversight committee, OIRE developed a checks and balance system within Qualtrics. This helps to insure that surveys used to collect data for conferences/publications are reviewed by the Institutional Review Board, surveys for practice improvement and administrative purposes are reviewed by the University Survey Review Committee, and student use surveys are reviewed by the Office of Student Activities. These controls were implemented in December 2013 and due to the specific use of Qualtrics, education has been on a case by case basis. After explaining the potential liabilities associated with non-authorized data collection, the response has been positive.

Ms. Julie Price provided invaluable assistance to the Office of Sponsored Research by designing and implementing an online Institutional Review Board (IRB) proposal review document. Utilizing Qualtrics, Ms. Price designed a form that IRB committee members can complete, totally online, in reviewing and making recommendations about sponsored/institutional research projects.

Once more, the OIRE provided support to the Office of Enrollment Management by collaborating with registrar personnel in the completion and submission of the Texas Higher Education Coordinating Board's CBM reports. These reports are not only mandated by the THECB, but are used by the Texas A&M University System in maintaining the online analytics, Empower U.

### *External Funding*

The OIRE received the following external funding to subsidize the maintenance and operation budget:

- A \$2,365 technology grant related to CBM processing from the Texas Higher Education Coordinating Board
- Two \$1,000 scholarships from Texas Association of State Systems for Computing and Communications, on behalf of Ms. Jamie Wood and Mr. Jake Hoon to participate in Web Focus (Texan Facts) training seminars related to our software upgrade
- A \$150 professional development grant from Tarleton's Staff Council to assist in Mr. Hoon's Web Focus training seminar.

The OIRE also managed the following activities over the course of the 2013-2014 year:

- Completion of the federally mandated Integrated Postsecondary Education Database (IPEDS)
- Various NCAA reports including Equity in Athletics, Performance Census, Financial, and Academic Success Rate.
- The THECB's Affordability Survey and Accountability Report
- Various college choice surveys including U.S. News and World Report, Petersons, College Portrait, Princeton Review, and the American Association of University Professors Salary Survey

### *Institutional Committee Service*

A goal of the Executive Director upon appointment in 2012 was to increase OIRE representation on the various university committees. This has been accomplished by strategic placement by the Executive Director and volunteerism based upon staff interest. Committee appointments for the 2013-2014 academic year were as follows:

Dr. Michael Haynes, Executive Director

- University Survey Review Committee, chair
- Institutional Review Board

- University Research Committee
- University Planning Council
- Academic Council
- Strategic Enrollment Management Executive Council
- Council of Chairs
- Pass the Hat (State Employee Charitable Campaign), chair

Ms. Jamie Wood, Senior Database Developer

- University Scholarship Committee

Mr. Morgan Carter, Coordinator of Institutional Effectiveness

- University Project Management Committee
- Pass the Hat (State Employee Charitable Campaign)

Mr. Simon Smith, Senior Database Developer

- Athletic Council

## *WEAVE*

The Office of Institutional Research and Effectiveness' 3-5 year WEAVE goals are:

- Serve as Tarleton's central data source
- Participate in Tarleton's planning processes
- Assist Executive Leadership in institutional management

The Outcomes and Objectives for 2013-2014 were as follows:

- 1) Online Fact Book
  - Achievement Target: Online Quick Facts will be made available on the OIRE website by Spring 2014
  - Achievement Target Met: Online Quick Facts available at:
    - [Quick Facts 2013](#)
- 2) CAS Program Reviews
  - Achievement Target: Four CAS program reviews in co-curricular departments will commence in 2013-2014
  - Achievement Target Not Met: None of the scheduled CAS programs reviews were started according to the agreed upon time frame. Since this finding was entered in WEAVE, the leadership of the departments involved have decided not to participate in the voluntary CAS review process. Action Plan will reflect such decision and may be viewed at:
    - [WEAVE Action Plan](#)

### 3) IPEDS Workshops

- Achievement Target: 3 IPEDS workshops will be held by May 2014
- Achievement Target Partially Met: 1 workshop was held on October 31, 2013
- Action Plan for 2014-2015 available at:
  - [WEAVE Action Plan](#)

## HIGHLIGHTS

### *Conference Attendances/Professional Development*

In February, 2014, Ms. Jamie Wood, Mr. Morgan Carter, Mr. Jake Hoon, and Dr. Michael Haynes attended the Texas Association of Institutional Research (TAIR) annual conference in Addison, Texas. TAIR is the state professional association for offices of institutional research.

In May, 2014, Mr. Carter and Dr. Haynes attended the Association for Institutional Research forum in Orlando, Florida. This national association conference is critical in keeping apprised of federal/state reporting changes, changes in national assessments such as NSSE/CIRP, and providing networking opportunities with institutional researchers nationwide.

In July, 2014, Mr. Carter attended the Annual Institute on Best Practices in Institutional Effectiveness Conference in San Antonio, Texas. This conference focuses on best institutional effectiveness practices as identified and presented by colleges and universities from across the nation. This was of particular benefit to Mr. Carter in his new role as Coordinator of Institutional Effectiveness and considering our nascent SACSCOC 5<sup>th</sup> Year Interim Report.

In July, Mr. Carter and Dr. Haynes accompanied Dr. Diane Taylor and other Tarleton personnel responsible for accreditation to the SACS Summer Institute in New Orleans, LA. Participation in this conference was exceptionally beneficial as Tarleton is in the throws of compiling its 5<sup>th</sup> Year Interim Report, due in March 2016.

Ms. Julie Price, Administrative Assistant IV, participated in the following professional development/training opportunities during the year: Boot Camp for Administrative Assistants; new telephone/communication devices; Concur travel software; Business Services' voucher system; and FERPA for Colleges and University Awareness.

### *Workshops Sponsored*

On Friday, October 31<sup>st</sup>, 2013, Dr. Haynes conducted a workshop on utilizing IPEDS data to over 30 Tarleton faculty and staff. Held in the newly renovated Library training room, the workshop focused on user-friendly tactics to explore and download data from the NCES administered website.

### *Assessments*

During the fall 2013 Transition Week, the OIRE collaborated with Student Life to administer over 1,400 CIRP The Freshman Surveys (TFS) to new Tarleton students. The Freshman Survey measures entering students perceptions related to critical thinking, social and academic attitudes, and experiences with diverse populations. Additionally, 350 first-time in-college students were administered the Educational Testing Services' (ETS) Proficiency Profile. This pre-college test establishes benchmarks for entering students in an attempt to measure long-term academic outcomes in the areas of mathematics, reading, writing, and critical thinking.

During the spring 2014 semester, the companion survey to The Freshman Survey, the Your First College Year survey was administered to over 600 FTIC students who persisted from fall to spring; nearly 400 of these participants completed both instruments which is critical in establishing longitudinal trends. Additionally, the ETS Proficiency Profile was administered to students who were classified as seniors for the spring term. This was done in an attempt to measure academic increases between entering freshman and graduating seniors. A summary of the fall 2013 and spring 2014 ETS Proficiency Profiles are available at the following links:

- [ETS Summary, Fall 2013](#)
- [ETS Summary, Spring 2014](#)

A summary of the CIRP The Freshman Survey and Your First College Year survey is available at the following link:

- [TFS/YFCY Fall 2013, Spring 2014](#)

Additionally, a third installment of the Noel Levitz Student Satisfaction Inventory (SSI) was administered in the spring of 2014. This survey which measures the importance and satisfaction with various aspects of campus life was previously administered in the spring semesters of 2010 and 2012. Findings from this survey are not yet available but will be posted on the OIRE website under the "Noel Levitz" link.

### *Key Performance Indicators*

During the 2013-2014 academic year, the OIRE:

- 200 data requests received

- 199 data requests processed
- 7.93 days average processing time

## TEACHING ACTIVITIES

Dr. Haynes holds graduate faculty status at Tarleton State University and the University of North Texas. During the 2013-2014 academic year, he provided dissertation consulting for one UNT doctoral student and currently sits on two active UNT dissertation committees.

## RESEARCH AND SCHOLARLY ACTIVITIES

### *Invited/Peer Reviewed Conference Presentations*

Haynes, R.M., Carter, M.M., & Wood, J.L. (2014). Who's staying and who's going: And more importantly, what do we know about each? Presented at the annual Texas Association for Institutional Research conference, Addison, TX.

Haynes, R.M., Taylor, D., & Tull, T.A. (2014). Utilizing CAS self-assessment guidelines in demonstrating institutional effectiveness. Presented at the annual Texas Association for Institutional Research conference, Addison, TX.

## PUBLIC/COMMUNITY SERVICE

Mr. Carter volunteered for several on-campus community service activities during the 2013-2014 year. He distributed programs and collected tickets at several Tarleton graduation ceremonies, assisted with Student Move-In during Transition Week, and participated in the Tarleton Roundup community beautification project with his daughter. Additionally, he served as an assistant coach/mentor to his daughter's softball team in the spring.

## INTERNATIONAL ACTIVITIES

N/A

## CHALLENGES

The need for additional resources in the form of personnel continues to be a challenge for the Office of Institutional Research and Effectiveness. The Executive Director has conveyed to the Assistant Vice President for Academic Programs and Accreditation that in order to maximize the analytics and dashboard reporting capabilities of Web Focus, two additional programming positions are required. This is compounded by a Texas A&M University System directive freezing all non-faculty positions since summer of 2014; the OIRE has had a vacant programming position since July, 2014. However,

this challenge is not unique to the OIRE; historically and holistically, Tarleton has not contributed to an information technology infrastructure that supports proactive and student focused computer services.